

# PRESS RELEASE

## Campden BRI gets UKAS accreditation for benchmarking

The importance of product benchmarking cannot be overstated. That's why Campden BRI is proud to have become the first company to achieve UKAS accreditation for its sensory benchmarking method. Benchmarking provides an independent, unbiased overview of a product against its competitors. This comes from an informed consumer viewpoint, making product benchmarking a valuable, qualitative research tool that benefits manufacturers and retailers alike. In effect, this is confirmation that benchmarking is a form of product analysis.

Campden BRI has over 15 years experience in benchmarking, and now provides a well established and highly regarded service. Each product, from wedding cakes to bagged salads, to alcoholic and non-alcoholic beverages, is evaluated individually by a small team of assessors for a number of sensory attributes before being awarded an Overall Eating Enjoyment score. The results from this method allows development teams to improve their product, as they can act on the information garnered from the assessor's response and adjust the product as required to better its overall acceptability and marketability.

Maria Bryan, who has been instrumental in gaining the accreditation, comments:

*"As the only company to hold a UKAS accreditation for benchmarking, our methods have been internationally recognised for their competence, impartiality and performance capability. The benchmarking team has worked hard as part of the accreditation process to ensure that the expert assessor panel is highly trained to deliver accurate, consistent judgements of products. With such a competent, effective programme, investing in the benchmarking service at Campden BRI means that manufacturers and retailers can stay abreast of new and novel trends, safe in the knowledge that any results produced have gone through a reliable, robust process. These results will provide a valuable insight into product quality and acceptability, giving an upper hand to product developers in an increasingly competitive market."*

Campden BRI ([www.campdenbri.co.uk](http://www.campdenbri.co.uk)) provides technical, legislative and scientific support and research to the food and drinks industry worldwide – with a comprehensive “farm to fork” range of services covering agri-food production, analysis and testing, processing and manufacturing, safety, training and technical information services. Members and clients benefit from industry-leading facilities for analysis, product and process development, and sensory and consumer studies, which include a specialist brewing and wine division.

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\*\*\* Ends \*\*\*

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#### Notes to editors

1. An accompanying photograph is available from Mr Tim Hutton, Campden BRI, Station Road, Chipping Campden, Glos. GL55 6LD, UK. [t.hutton@campden.co.uk](mailto:t.hutton@campden.co.uk) +44(0)1386 842047
2. [Campden BRI](http://www.campdenbri.co.uk) specialises in the practical application of technical excellence to support the food and allied industries through analysis and testing, operational support, research and innovation, and knowledge management. It is the world's largest membership-based food research organisation, with nearly 400 staff based at its three sites: Chipping Campden (Headquarters), Nutfield (Surrey - brewing division), and Budapest (Hungary).
3. Its activities include assuring the safety of food and drinks, [food processing and manufacturing](#) support, [food analysis and testing](#), [training](#) and [publishing](#). Each year it hosts hundreds of business visits and trains around 6,000 people from food and drink companies worldwide. Further information on its activities can be found at [www.campden.co.uk](http://www.campden.co.uk)
4. Expertise at Campden BRI includes:
  - a. [manufacturing technologies](#) - food processing (heating, chilling, freezing), aseptic technology, [microwave heating](#), [malting and brewing](#), [milling](#), [baking](#) and extrusion technology, and process control and instrumentation, [packaging technology](#)
  - b. safety assurance - including [hygiene and sanitation](#), [microbiology](#) and preservation, processing technologies, analysis and testing (microbiological, chemical), and quality and safety management,
  - c. [product development](#) and quality, [consumer studies](#), market insights, [sensory science](#), [authenticity testing](#), shelf-life evaluation, [labelling](#) and [legislation](#)
  - d. [agri-food production](#), ingredients, raw materials, raw material technology,
  - e. underpinning science - [cereal science](#), [microbiology](#), [chemistry and biochemistry](#), molecular biology

5. Facilities at Campden BRI include:

- a. 3,000 sq m of laboratories for food and drink microbiology, hygiene, chemistry, biochemistry, molecular biology, brewing and cereal science, and packaging technology
- b. 3,500 sq m food process hall and [pilot plant](#) including malting and brewing, retorting, chilling, milling, baking, hygiene and packaging
- c. 800 sq m of dedicated training and conference facilities